

The background is a solid teal color. A horizontal band across the middle features a grayscale image of several overlapping coins, likely Euro coins, showing details like the word 'EURO' and the year '2002'.

# Information Management and Market Research

Chapters 28 and 29

# Marketing Research Links....

Consumer,  
Customer, and  
Public



Marketer  
through  
information



# Primary Emphasis of Marketing Research....

- To obtain information about the preferences, opinions, habits, trends, and plans of current and potential customers.



# Marketing Research Answers:

- What products should be produced
- Where the product should be sold
- How the products will be promoted
- At what price the products will sell



# Who tests products for safety?

- The Consumer Product Safety Commission





A close-up, black and white photograph of several coins, likely US quarters, overlapping each other. The coins are slightly out of focus, creating a textured, metallic background.

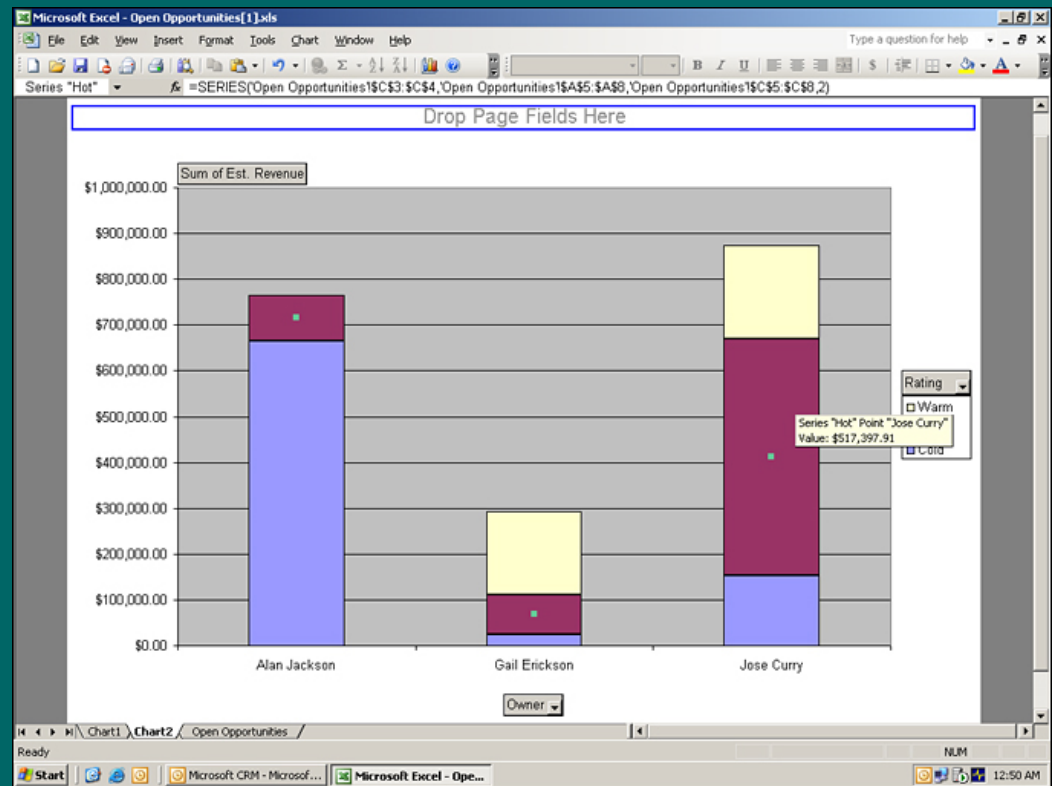
# What does the system do?

- Generates
- Stores
- Analyzes
- Distributes.....

...marketing information  
for use in making  
marketing decisions.

# Data to include:

- Company records
- Competitors' records
- Customer profile data
- Government data
- Marketing research reports



# Information can be used for....

- Sending out catalogs
- Special offers
- Selling information to other businesses



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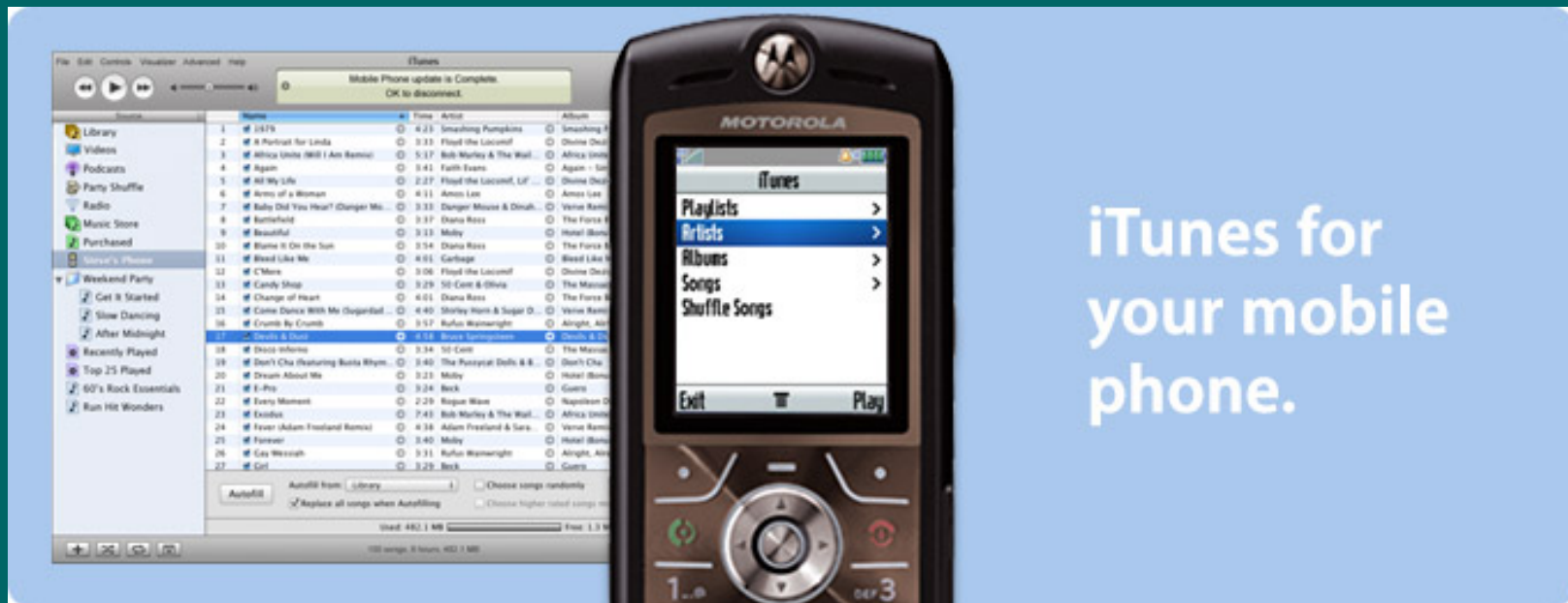
The top of the slide features a dark, textured background with a pattern of overlapping coins, possibly US quarters, in a monochromatic, slightly blurred style.

# Types of Marketing Research

- Attitude Research
  - Also known as opinion research – how people feel about products
- Market Research
  - Concerned with size, location, and makeup of the market for a product
- Media Research
  - Focuses on media selection and frequency
- Product Research
  - Centers on evaluating product design, package design, product usage, and customer acceptance of new and existing products.

# Goal of Market Analysis

- Study the behaviors, characteristics, and buying habits of a company's target market.



# Forecasting

- Sales forecasting
  - Effort to estimate the future sales of a product
- Economic forecasting
  - Attempt to predict the future economic conditions of a city, region, country, or part of the world.



The top banner of the slide features a grayscale image of various coins, including US quarters and pennies, arranged in a slightly overlapping pattern.

# Marketing Research Process:

1. Defining the problem
2. Obtaining data
3. Analyzing the data
4. Recommending solutions to the problem

# Types of Data

- **Primary**
  - Obtained for one particular purpose
- **Secondary**
  - Already gathered for another purpose





# Internal Data Measures:

- Monthly sales
- Geographic distribution of customers
- Customer buying habits
- Identify popular items on the market



# Secondary data sources:

- Internet
- U.S. Government
- Consumer and Business Information companies
- Business and Trade Publications



# Primary Data Sources:

- Obtained by:
  - Survey method
  - Observation method
    - *Fastest and most cost-effective*
  - Experimental method





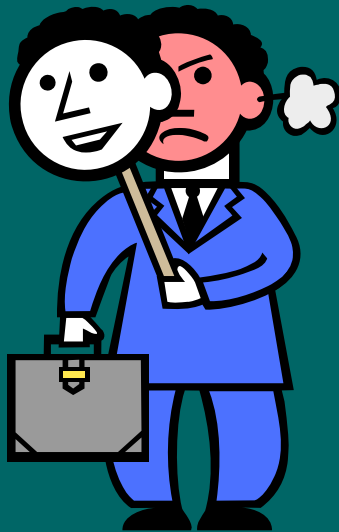
# Telephone Interviews

- Advantages
  - Quick
  - Efficient
  - Inexpensive
- Disadvantages
  - Unwilling to respond
  - Resent intrusion on personal time



# Mystery Shopper

- Researcher that poses as a customer and goes into a retail store to observe employees.



A mystery shopper is someone hired by a company to pose as a customer, to evaluate the services or purchase pre-selected merchandise.

Becoming a mystery shopper is free. It doesn't cost a penny to find out about shopping opportunities





# Survey Questions

- Survey questions can be either open ended questions or forced choice questions.



# Forced-choice Questions

- Yes/no questions
- Multiple choice questions
- Rating scale questions
- Level of agreement questions

**Dan Jones**  
**& ASSOCIATES**

# Filter Questions

- Used to guide respondents to answer questions that apply to them.
  - Two-choice question used the most

